

Mumbai University

Question Paper

[IDOL – OLD COURSE]

(MAY – 2018)

PAPER - III

**CUSTOMER
RELATIONS
MANAGEMENT**

Time: 3 Hours**Total Marks:** 100**N.B.:** (1) Question No. 1 is Compulsory.

(2) Attempt any four from Question Nos. 2 to 7.

(3) Make Suitable Assumptions Wherever Necessary And State The Assumptions Made.

(4) Answer To The Same Question Must Be Written Together.

(5) Number To The Right Indicates Marks.

(6) Draw Neat Labeled Diagrams Wherever Necessary.

Q.1 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)

- (A) "Good Customer intelligence can create best customer". Justify the statement. (5)
- (B) Write a short note on ACD. (5)
- (C) What are the components of E-CRM? (5)
- (D) What are different technology components of CRM? Explain all the components with suitable example. (5)

Q.2 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)

- (A) Describe the steps to be followed before implementing CRM? (5)
- (B) Explain the six E's associated with e-CRM in any business organization. (5)
- (C) Define IVR. (5)
- (D) Write short note on ASP. (5)

Q.3 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)

- (A) Define data synchronization process for SFA. Also explain why a flexible technology is required. (8)
- (B) Give a detailed description of campaign and management. (6)
- (C) Write short notes on: (6)
- (i) Account Management
- (ii) Pipeline Management

Q.4 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)

- (A) What are the advantage of ASP implementation? (8)
- (B) Explain the technological components of CRM. (6)
- (C) Describe the advantage of integrating closed-loop feedback with e-marketing. (6)

Q.5 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)

- (A) Explain the four phases of any CRM project. (8)
- (B) What is embedded permission marketing? Discuss along with proper example. (6)
- (C) What are the different features of e-CRM? (6)

Q.6 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)

- (A) Why do we need kick-off meeting with implementation of CRM and explain who all are involved in the meeting? (8)
- (B) Explain the term "Opt-in: Opt-out". (6)
- (C) What are the advantages and disadvantages of ASP? (6)

Q.7 ATTEMPT THE FOLLOWING QUESTIONS: (20 MARKS)

- (A) Differentiate CRM and e-CRM. (8)
- (B) Explain the importance of CLC in CRM. (6)
- (C) What are the various logging and monitoring technologies? Explain. (6)